

RE: Welcome to the Family!

Subject: RE: Welcome to the Family!

From: Henna Sherzai <HSherzai@downtownla.com>

Date: 07/21/2016 04:24 PM

To: Joel Brumant <JBrumant@standardhotels.com>, Michael Filson <MFilson@downtownla.com>, Julia Marino <JMarino@downtownla.com>, "ariana@fashiondistrict.org" <ariana@fashiondistrict.org>, Noah Strouse <noah@historiccore.bid>

Thanks, Joel! I think we should be the ones welcoming YOU to the DTLA family J

From: Joel Brumant [mailto:JBrumant@standardhotels.com]

Sent: Thursday, July 21, 2016 12:41 PM

To: Henna Sherzai <HSherzai@downtownla.com>; Michael Filson <MFilson@downtownla.com>; Julia Marino <JMarino@downtownla.com>; ariana@fashiondistrict.org; Noah Strouse <noah@historiccore.bid>

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Good Afternoon DCBID Team!

I wanted to let all of you know that I just created a promotional code strictly for the DCBID...which is.....DCBID. This code is an online only code that you will enter in the promotional code box when booking at any of our five properties as well as our affiliated Bunkhouse properties in Austin, TX. I also included a fact sheet on each property so you can get more familiar with our hotels. Please share this with your entire team and let them know that they have free range when booking. The code applies a discount from 30-40% off rooms, but may sometimes drop to 25% during really busy seasons. Let me know if you have any questions.

You all have been truly amazing, helpful, supportive, professional, inviting (the list goes on). SO THANK YOU! And....

WELCOME TO THE FAMILY!

Joel C. Brumant
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